PROJECT: Town Brand

PUBLIC MEETING: Wed 9/13 (6:30 - 8:00 PM, Morse Library + Zoom)

To Cover:

- Project Overview (detailed version)
- Designer: logo narrative (pre-recorded)
- Q&A
  ——----------
 (7:30 PM)
  ——----------
- Open house (informal)

Rules of engagement:

[1] *Design is subjective. We won't reach 100% approval*   *… but we're committed to aim high*

[2] *Please provide balanced critique (we want it!)*   *… and still remain civil (we all love Natick)*

[3] *Compliments are nice*   *… while critique (good & bad) is most valuable*

[4] *R1 ("round 1") logo designs are (very) preliminary*   *… there will be public input on final designs*

[5] *Anchor R1 critique on the project criteria*   *… see slide 12*

Q: Where are we in this project? (Town Brand)
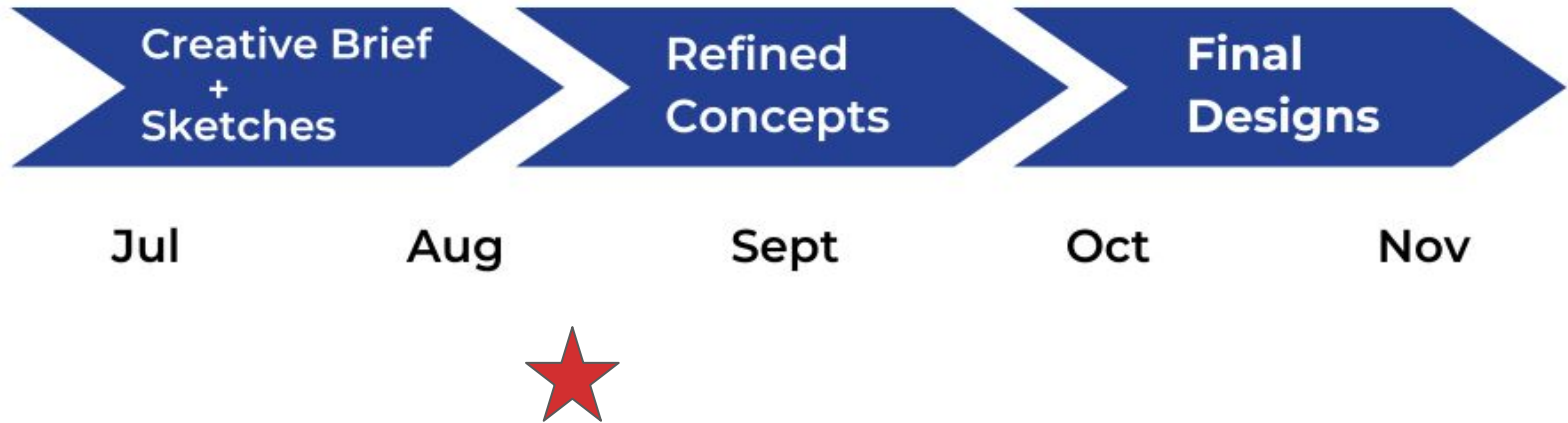
Pass the mic...

"I'm Jay Poropatich, Town Communications Director"

Q: What is a Town Brand?

- Naming
- Logo
- Colors
- Font
- Messaging
- Imagery

This work logo suite is here

Town Brand

Design ("see")

Identity ("feel")

- Mission
- Vision
- Values
- Positioning
- Style Guide

[5]

Q: Please remind me - what is Natick's logo / seal?

[old seal]

[new seal]

[logo]

?

Q: What is the current state of Natick's town brand (design)?

GOAL (from Town Administrator): consistent & professional design across all Natick town departments.

Town Seal (s)	Department-level Logos

NEW

OLD

Q: Can Department-level logos coexist w/ a town-wide logo?

"**Yes**."

Process:

[1] define town-wide brand (design)

[2] incorporate departments via lock-ups*

[3] TBD: consider dept-level logo redesigns

(def: refers to standardized primary logo + dept-level logo)

Example: City of Chicago

Flag
(serves as logo)

City Seal

Mark

Lock-up
(dept-level)

(used solely on official docs)

–> to evoke gov't & trust

Application
(Police)

Police Badge

–> to evoke safety & trust

PROJECT: Town Brand

Remind me: why are we doing this project?

Civic Pride
(via visual identifier)

Trust & Confidence
(eg. consistent set of branded documents)

Utility
(ie. mark Town assets)

Employer Brand

Economic Dev.

~~Tourism~~

Use Cases: (sample list where logos will/might appear)

Digital	Physical
● website	● biz cards
● doc templates	● vehicles
● press releases	● equipment
● letterhead	● apparel
● social media	● buildings & signs

Note: Natick's neighboring towns/cities (as well as the majority of MA towns) have *__not__* yet pursued a robust town brand. This is an opportunity to follow "leaders" (not "peers"), while also completing an effort to remove the previous town seal.

Yeah, but why do this town brand project now?

HEADLINE: the old town seal ("bridge") is currently on 24k+ town assets *(eg. vehicles, apparel, street signs, trash bins, etc.)*

——> we need a replacement option (that meets criteria - see next slide)

Removal Audit (as of Sept '23):
- Embosser
- Town hall (stairwell mural)
- Digital documents
- Police badge (digital)

Q: What is the town "logo" criteria?

Natick's logo criteria:

(to a judge logo designs)

[1] **Distinctiveness**

[2] **Memorability**

[3] **Timelessness**

Mandatories: *simple & versatile*

(logo suite must be uniquely identifiable to Natick, MA, ie. only Natick can own this logo/s... not Wellesley, not Framingham, not any other town in the country)

(will it drive unaided awareness? after some period of time, ie. can a child draw it upon recall? This is tied directly to success metric - see brief)
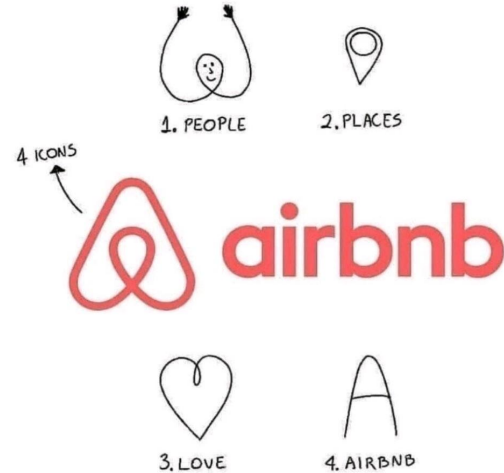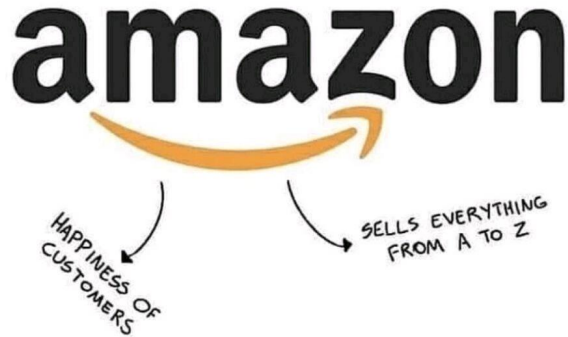
(all designs must be grounded in design elements without a concern of an expiring concept or design, ie. can it live indefinitely / at least for decades?)

Q: What can great logos do?

A: evoke emotion.

[1] Identification
[2] Differentiation
[3] Positive Association

Comparison: Logo v. Seal

HEADLINE: a seal is 1 (of 7) logo types

ie. "town seal"

Abstract mark   Mascot logo   Combination mark   Emblem logo

Lettermark   Pictorial mark   Wordmark

Most MA towns (est. 90%+) decide to (over) use a town seal as the defacto logo. This has been the case for Natick.

* numerous MA towns struggle how their given seal portrays indigenous populations and are motivated to change/removal their seal, but this project is often stalled (tied to numerous factors)

Q: What's the landscape of other Town logos / seals?

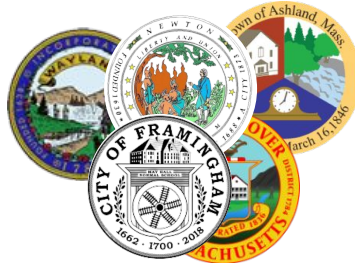**A:** detailed town seal = de facto logo. (we'll lead not follow)

Degrees of "detail" in municipal seals & logos

Natick town seal(s):

MA examples:

National examples:

DETAILED	→	SIMPLE

Side-by-Side Comparison: Logo v. Seal

|	Logo	Seal*
		required by MGL (M.G.L., Ch.40 §47)
Natick imagery:	N/A	
Examples: Portland, ME		
Government Norm *across MA towns*	Simple & versatile designs to identify a city/town	Detailed design, most often illustrating history
Design Norm* *in the broader marketing industry*	Simple & versatile designs	Classic style using font inside of an image or icon

eg.

Illustrative Example: Logo Suite v. Town Seal

[logo suite]

[seal]

NOTE: preliminary input to "round 1" designs use a
single logo execution (ie. 1x of 4x logos in above suite)

R1 Logo Concepts show a single execution (not full logo suite)

Logo suite

Logo execution
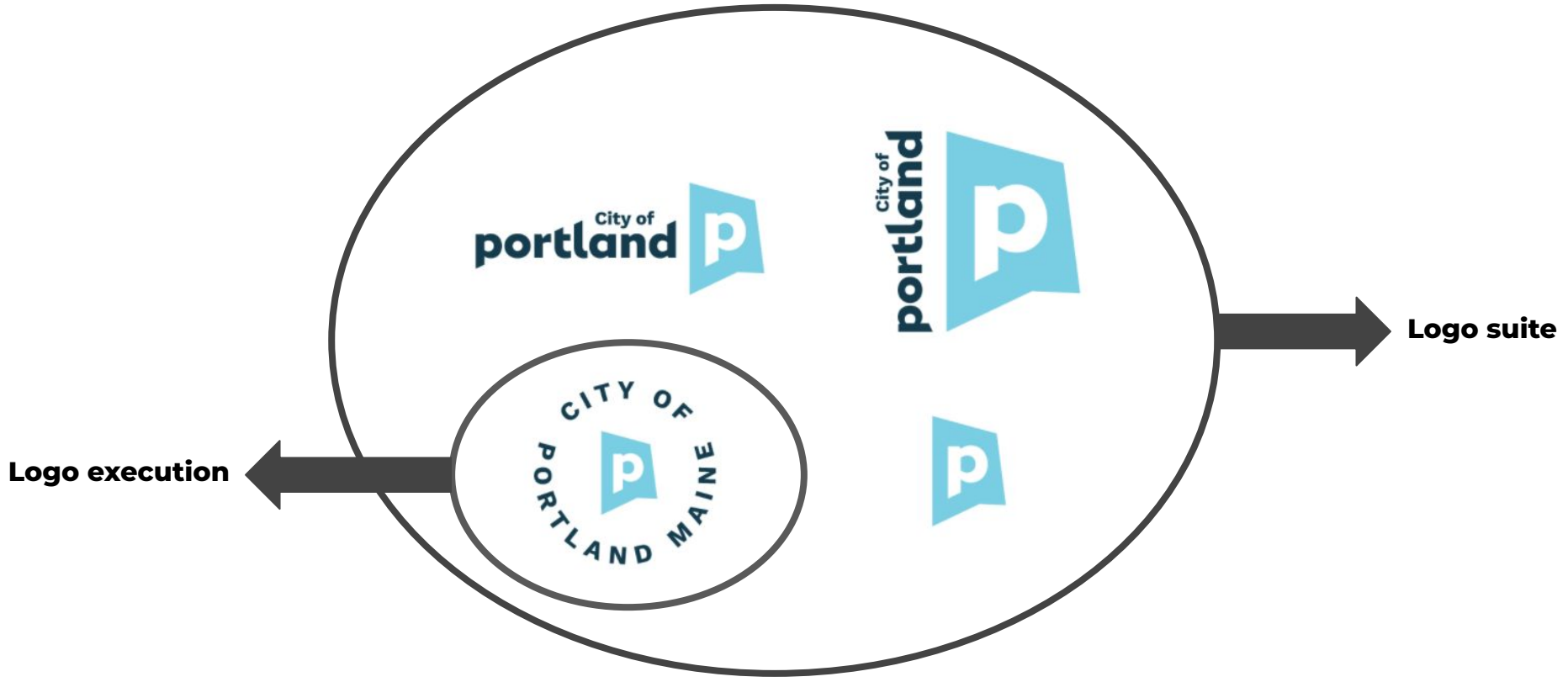
Q: What revisions will take place R1 >> Final Designs?

note1: *future design revisions will consider edits to:* **<u>colors</u>**, **<u>contrast</u>**, **<u>shapes</u>**, **<u>borders</u>**, **<u>copy</u>**, **<u>typography</u>**, **<u>layout</u>**, **<u>textures</u>**, **<u>patterns</u>**, **<u>proportion</u>**, **<u>space</u>**, *etc. - we're looking for guiding input on these early-stage concepts.)*

note2: *the final logo suite (est. Oct/Nov '23) will build out* **<u>a simple & versatile set of logos</u>**. *This concept phase will show a single logo execution (see Portland ME example of a full logo suite).*

Brand Experts: Meet the Experts

	Rich Rovner	Kazi Ahmed	Brant Caraberis	Ben Polatin	Angela Wong	Frank Bifulco
NAME:	Rich Rovner	Kazi Ahmed	Brant Caraberis	Ben Polatin	Angela Wong	Frank Bifulco
TITLE & Employer:	VP, Mrktg, @MathWorks	VP, Int. Mrktg, @Boston Globe	Dir. of Mrktg, @Staples	Designer @Comm. of MA	Visual/Media Arts Teacher @NHS	Board Member / Retired (Former CMO)
Past work: *Direct* *Indirect/consultant*	SAS (software) n/a	Ad agencies Fidelity & Timberland	Ad agencies Children's Hospital, Zipcar, UNICEF	Freelance projects	Somerville Public Schools	P&G, Coca-Cola, Timberland, Hasbro, Home Depot, Staples
Marketing (# of yrs)	25 yrs	15 yrs	20 yrs	19 yrs	12 yrs	44 yrs
Branding (# of yrs)	22 yrs	10 yrs	8 yrs	19 yrs	12 yrs	44 yrs
Town Committees RE: prior town gov't experience	No	No	No	No	No	No

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Meet: Eve Lenson (Designer)

"I am honored to work on the town brand beside you all and am eager to collaborate to create a beautiful result we all can be proud of."

- Worked at Amp Agency in Boston from 2019-2021 as a Business Development Associate, then moved into Account Management
- Started working at Archetype in 2022 as a Designer
- Freelance designer + creative since 2019 for various brands (Juice shop, Pottery studio, Restaurants, influencer marketing, local Hawaiian businesses, etc.)

Natick-born & NHS (c/o '15)

Based in Kauai, HI

University of Connecticut

Designer at Archetype

Freelance Digital Designer

evelenson.com

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REMINDER1: R1 feedback should anchor on the creative brief criteria

Natick's logo criteria:

(to a judge logo designs)

[1] **Distinctiveness**

[2] **Memorability**

[3] **Timelessness**

Mandatories: *simple & versatile*

REMINDER2: as we progress toward final logo suite...

We should all be able to say,

"yes, I'd wear that logo on my shirt"

Thanks!

Question prompts (TO GET THE Q&A SESSION STARTED)

- Do you (now) see a difference in logo v. seal?
- Are you inspired by a particular municipal logo in another town / city? Or seal?
- Should the Town logo be similar to the NPS logo?
- Should the logo "mark" (primary image) be immediately recognizable? Or should we expect this to occur over time?